

Message Text

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SUBJECT: COUNTRY PLAN: BILATERAL COMMUNICATION RELATION
SHIP

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(C) WELLINGTON 01185-U; (D) STATE 295477-C; (77)
(E) WELLINGTON 01035-C

1. IN REWORKING ESSAY IN LIGHT OF COMMENTS CITED
REFTEL (A), POST DOES NOT FULLY AGREE WITH THREE ITEMS
UNDER II. SPECIFIC COMMENTS. PARA. 2 DEALS WITH FULLER
DEVELOPMENT OF NZ SUPPORT FOR HUMAN RIGHTS CITING REFTEL
(D). GOALS MENTIONED IN REFTEL (D) HAVE BEEN SUPERCEDED
BY REFTEL (D) WHERE THIS ISSUE STATED IN CLOSING PARAGRAPH.
POST DOES NOT AGREE THAT INCREASED DISTRUST OF FOREIGN
INVESTMENT, MULTINATIONALS AND US TRADE POLICY IS RESULT
ECONOMIC STAGNATION AS STATED IN PAR. 3. THIS TOPIC FULLY
TREATED IN REFTEL (B). RE PAR. 5, POST SEES NO NEED FOR
COORDINATION WITH GNZ ON EDUCATIONAL EXCHANGE PLANS FOR
PACIFIC ISLANDS. FULBRIGHT FUNDS FOR EDUCATIONAL EXCHANGE
ARE ADMINISTERED BY THE SOUTH PACIFIC COMMISSION AND, IN
SPITE OF ADMINISTRATIVE PROBLEMS, BELIEVE THIS IS BEST
LEFT WITH THE SOPACCOM RATHER THAN BRINGING IN A METRO-
POLITAN POWER. IF ANY EMBASSY SHOULD BECOME ACTIVE IN
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SHAPING EDUCATION PROGRAM FOR ISLANDERS, IT PROBABLY
SHOULD BE DONE THROUGH THE UNIVERSITY OF THE SOUTH PACIFIC
AND ITS EXTENSIONS. POST HAS MADE ADJUSTMENTS IN ESSAY
WITH VIEW OF COMMENTS IN REFTEL (A) AND ABOVE RESERVATIONS.
FOLLOWING IS REVISED SUBMISSION.

2. NEW ZEALAND, A PARLIAMENTARY DEMOCRACY AND INDEPEND-

ENT MEMBER OF THE COMMONWEALTH, HAS TRADITIONALLY HAD CLOSE HISTORICAL, POLITICAL, ECONOMIC AND CULTURAL TIES WITH GREAT BRITAIN. SINCE WORLD WAR II, AND ESPECIALLY SINCE BRITAIN'S ENTRY INTO THE EUROPEAN COMMUNITY, NEW ZEALAND'S RELATIONS WITH OTHER NATIONS IN THE PACIFIC REGION HAVE EXPANDED CONSIDERABLY, PARTICULARLY WITH THE U.S. WITH WHOM THE COUNTRY IS FIRMLY LINKED BY THE ANZUS TRIPARTITE AGREEMENT. NEW ZEALAND AND THE U.S. SHARE A COMMON ENGLISH LANGUAGE HERITAGE, SIMILAR CULTURAL BACK-GROUNDS AND SENSE OF VALUES AND SYSTEMS BASED ON THE BRITISH COMMON LAW. THESE ARE COMMUNICATIONS ASSETS BUT OVER-EMPHASIS ON THESE SIMILARITIES CAN CREATE PROBLEMS BY ASSUMING MORE UNDERSTANDING THAN ACTUALLY EXISTS.

3. OFFICIAL GOVERNMENT RELATIONS BETWEEN THE U.S. AND NEW ZEALAND ARE CHARACTERIZED BY ACCESSIBILITY, FRIENDSHIP AND COOPERATION. THE PRIME MINISTER HAS STATED REPEATEDLY THAT ANZUS IS THE CORNERSTONE OF NEW ZEALAND'S SECURITY AND DEFENSE POLICY. THE GOVERNING NATIONAL PARTY HAS ABANDONED THE CONCEPT OF A NUCLEAR FREE ZONE IN THE SOUTH PACIFIC. THE UNITED STATES HAS RECENTLY BEEN DESCRIBED BY THE PRIME MINISTER AS NEW ZEALAND'S "CHIEF ALLY" AND ONE OF THE COUNTRY'S MOST SUBSTANTIAL MARKETS. HE ADDED THAT NEW ZEALAND VALUED DEEPLY "THE INTIMACY AND CORDIALITY THAT HAVE LONG CHARACTERIZED THE PARTNERSHIP. OUR DEALINGS WITH THE U.S. ARE CONDUCTED IN AN ATMOSPHERE OF EASE

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AND TRUST UNUSUAL EVEN BETWEEN ALLIES." WHILE THIS IS THE VIEW OF THE GOVERNING POLITICAL PARTY, THE OPPOSITION LABOR PARTY ALSO HAS BASICALLY POSITIVE ATTITUDES TOWARD THE U.S. THE POST'S OBJECTIVES AND GOALS WOULD REMAIN THE SAME NO MATTER WHICH PARTY WAS IN POWER, DIFFERING ONLY IN EMPHASIS.

4. NEW ZEALAND IS A COUNTRY WHICH HAS PRIDED ITSELF ON ITS AVOIDANCE OF MANY OF THE PROBLEMS FACED BY OTHER WESTERN DEMOCRACIES, SUCH AS CRIME, DRUGS, TERRORISM, ETC., BUT NOW TIME AND DISTANCE LAG WHICH HELPED PREVENT THE SPREAD OF THESE PROBLEMS SEEMS TO HAVE CAUGHT UP WITH THIS REMOTE, ISLAND COUNTRY AND THESE PROBLEMS ARE COMING TO THE SURFACE. MORE IMPORTANTLY, MOST NEW ZEALANDERS FEEL THAT THIS AVOIDANCE OF SUCH PROBLEMS HAS COME FROM THE COUNTRY'S REMOTENESS, TENDING TO MAKE THIS FEELING OF REMOTENESS A DESIRABLE ONE. RESULTING FROM THIS, THE TENDENCY IS NOT TO BE AN ACTIVIST, INVOLVED WORLD COMMUNITY, BUT TO BE A HAVEN FROM WHICH ONE CAN TRAVEL TO THE OUTSIDE WORLD AND YET RETURN TO THE LIFE THAT WILL ALWAYS BE NEW ZEALAND. SUCH AN ISOLATIONIST ATTITUDE AND PREFERRED WITHDRAWAL FROM WESTERN PROBLEMS EMPHASIZES THE

NEED FOR THE U.S. TO HAVE CLOSE, CONTINUED COOPERATION WITH
THE GOVERNMENT OF NEW ZEALAND ON SUBJECTS ON MUTUAL
CONCERN, ESPECIALLY ON DEFENSE/SECURITY MATTERS AND EFFORTS

IN THE SOUTH PACIFIC TO MAINTAIN STABILITY IN THIS AREA.

5. THESE ATTITUDES REPRESENT A CHANGE OVER THE YEARS

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SINCE WORLD WAR II AND THE COMING OF A GENERATION MORE

FAMILIAR WITH VIETNAM THAN WITH THE CORAL SEA. WHILE NEW ZEALAND HAS A GENUINE COMMITMENT TO DEMOCRACY AND THERE IS A LARGE RESERVOIR OF GOOD WILL TOWARD THE U.S. AMONG THE VAST MAJORITY OF THE POPULATION, THE GRADUAL CHANGING OF LEADERSHIP FROM THOSE WHO WERE OUR WORLD WAR II ALLIES TO THOSE WHO WERE INVOLVED IN, OR HEAVILY EXPOSED TO, ANTI-AMERICAN FEELINGS IN THE SIXTIES PRESENTS THE POST WITH A LONG-TERM COMMUNICATIONS CHALLENGE. HOWEVER, IT IS A CHALLENGE THAT CAN BE DEALT WITH IN ICA PROGRAMS WITH PROPER PLANNING AND IMAGINATIVE EXECUTION.

6. NEW ZEALAND'S ECONOMY IS PRESENTLY IN A PERIOD OF UNCERTAINTY WITH HIGH INFLATION AND UNEMPLOYMENT AND LOW PRODUCTIVITY. THE COUNTRY HAS TRADITIONALLY BEEN A MAJOR PRODUCER OF AGRICULTURAL PRODUCTS WHICH HAS PROVIDED PROSPERITY TO THE COUNTRY UNTIL RECENTLY WHEN ITS EXPORTS TO GREAT BRITAIN HAVE BEEN SHARPLY REDUCED OTHER POSSIBLE MARKETS HAVE INTRODUCED HIGH TARIFF BARRIERS, AND GREAT FLUCTUATIONS HAVE OCCURRED IN THE PRICES OF KEY COMMODITIES. TRADE IN AGRICULTURAL PRODUCTS

IS THE LIFELOOD OF NEW ZEALAND'S ECONOMY. ACCESS TO
FOREIGN MARKETS IS VITAL TO THE PROSPERITY OF THE COUNTRY
AND MANY NEW ZEALANDERS BELIEVE THAT UNRESTRICTED ACCESS
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FOR THE COMPARATIVELY SMALL VOLUME OF EXPORTS CAN HAVE
ONLY A NEGLIGIBLE EFFECT ON THE IMPORTING COUNTRIES. THUS,
THE RELUCTANCE OF A COUNTRY TO ACCEPT MORE NEW ZEALAND
EXPORTS IS VIEWED AS AN UNNECESSARY, EVEN HOSTILE, ACT. AS
A RESULT, THE FAR LESS RESTRICTIVE U.S. POLICIES ON CERTAIN
AGRICULTURAL PRODUCTS ARE SOMETIMES CLASSED TOGETHER WITH
THOSE OF JAPAN AND THE EUROPEAN COMMUNITY AS NEGATIVE ONES
TOWARD THIS COUNTRY. AN IMPORTANT COMMUNICATIONS PROBLEM
IN THIS RESPECT IS FOR THE POST TO UTILIZE PERSONAL CON-
TACTS, SPEAKERS, VTRS AND SPECIAL ARTICLES TO EXPLAIN TO
NEW ZEALANDERS THE RATIONALE BEHIND U.S. POLICIES,
EMPHASIZING THAT THEY ARE TAKEN AS REASONABLE RESPONSES
TO ECONOMIC CONCERN OF IMPORTANT SECTORS OF THE AMERICAN
ECONOMY. WE SHOULD ALSO EMPHASIZE THAT IN MULTILATERAL
AND BILATERAL TALKS WITH OTHER NATIONS ON THIS SUBJECT
THE U.S. IS MAKING EVERY ATTEMPT TO LOWER TARIFFS ON
TRADE IN AGRICULTURAL PRODUCTS.

7. NEW ZEALAND ALSO PLAYS AN IMPORTANT ROLE IN MULTI-
LATERAL ECONOMIC AFFAIRS. HENCE IT IS IMPORTANT THAT KEY
NEW ZEALAND DECISION MAKERS BE INFORMED OF U.S. POLICIES
IN SUCH AREAS AS THE GATT NEGOTIATIONS, THE NORTH-
SOUTH DIALOGUE AND THE MTN TALKS IN ORDER THAT THEY MORE
FULLY UNDERSTAND THE U.S. POLICIES AND PROGRAMS WE ARE
ASKING THEM TO SUPPORT. BROAD MEANS THE POST WILL USE
IN THIS ACTIVITY WILL INCLUDE THE EXCHANGE OF PERSONS
PROGRAM, SPEAKERS, VTRS, THE OUTREACH PROGRAM AND THE
DISTRIBUTION OF SPECIALLY COMMISSIONED ARTICLES.

8. U.R. PRIVATE DIRECT INVESTMENT IN NEW ZEALAND IS
ESTIMATED AT 550 MILLION DOLLARS, 21 OF THE TOTAL FOREIGN
DIRECT INVESTMENT IN THE COUNTRY. SINCE NEW ZEALAND IS A
SMALL COUNTRY WITH LIMITED CAPITAL AND NATURAL RESOURCES,
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THERE DOES EXIST A ROLE FOR FOREIGN INVESTMENT PARTICULARLY IN MANUFACTURING INDUSTRIES. FOREIGN INVESTMENT IS CONTROLLED BY THE NEW ZEALAND GOVERNMENT WHICH BASICALLY WELCOMES SUCH INVESTMENT IF IT WILL BENEFIT THE COUNTRY. THERE IS NO DISCRIMINATION AS TO THE COUNTRY-OF-ORIGIN OF THE INVESTMENT, AND INVESTMENTS WHICH GIVE THE FOREIGN

PARTY LESS THAN 25 CONTROL ARE APPROVED AUTOMATICALLY; OTHERS ARE REVIEWED BY THE GOVERNMENT AND APPROVED ON THE BASIS OF WHETHER OR NOT THEY CONTRIBUTE TO NATIONAL GOALS. DESPITE THE CONTROL EXERCISED BY THE GOVERNMENT, THERE DOES EXIST IN THE PUBLIC MIND SOME UNEASINESS OVER "FOREIGN DOMINATION" BY MULTINATIONAL CORPORATIONS. THE POST WILL USE SPEAKERS, BACKGROUND MATERIAL AND VTRS IN REASSURING NEW ZEALANDERS THAT CAPITAL INVESTMENT AND THE TRANSFER OF TECHNOLOGY CAN BENEFIT THE ECONOMY.

9. IN THE POLITICAL/SECURITY AREA, THERE IS A MINORITY VIEW IN NEW ZEALAND THAT THE COUNTRY HAS NO CREDIBLE ENEMIES AND IS UNDER NO DIRECT THREAT OF AGGRESSION. THEREFORE, THERE IS NO NEED FOR A MILITARY CAPABILITY BEYOND POLICING OF ITS OWN TERRITORY, INCLUDING ITS 200-MILE OFFSHORE ECONOMIC ZONE, AND NO NEED FOR ALLIANCES. THOSE HOLDING SUCH VIEWS SEE NEW ZEALAND AS NOT BEING AN IMPORTANT ALLY WITH THE WEST FOR A POLICY OF PEACE THROUGH STRENGTH. THIS ATTITUDE ALSO TENDS TOWARD A FEELING THAT NEW ZEALAND IS NOT AN IMPORTANT COUNTRY IN WORLD AFFAIRS AND CAN, THEREFORE, RETAIN AN INDEPENDENT, NON-INVOLVED ATTITUDE TOWARD INTERNATIONAL SECURITY ALLIANCES. THROUGH POST PROGRAMMING, SUCH GROUPS SHOULD BE CONVINCED THAT NEW ZEALAND HAS AN IMPORTANT ROLE TO PLAY IN INTERNATIONAL AND REGIONAL SECURITY AFFAIRS. THEY SHOULD BE ASSURED THAT THE U.S. WILL ASSIST IN NEW ZEALAND'S EFFORTS TO MAINTAIN

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SECURITY AND STABILITY IN THE SOUTH PACIFIC, WHILE RECOGNIZING NEW ZEALAND'S LEADERSHIP IN THE REGION. RESOURCES THAT WILL BE UTILIZED IN THIS RESPECT WOULD INCLUDE PERSONAL CONTACT, EXCHANGES, SPEAKERS AND SPECIAL BACKGROUND MATERIAL REQUESTED FROM ICA.

10. IN THE BROADER POLITICAL CONTEXT, WE SHOULD EMPHASIZE THAT THE U.S. VALUES NEW ZEALAND'S SUPPORT FOR U.S. POLICIES AND POSITIONS ON SUCH MATTERS AS DISARMAMENT, NUCLEAR NON-PROLIFERATION, THE LAW OF THE SEA, ANTARCTICA CONVENTIONS, SALT TALKS,EC. IN PARTICULAR, NEW ZEALAND, AS A LEADING NATION IN SUPPORT OF HUMAN RIGHTS, SHOULD BE ENCOURAGED TO CONTINUE BASIC SUPPORT OF THE U.S. POLICY ON HUMAN RIGHTS. NEW ZEALAND SHOULD ALSO BE REASSURED THAT THE UNITED STATES, INTENDING TO REMAIN A PACIFIC POWER, ATTACHES GREAT IMPORTANCE TO THE ANZUS PACT AND CONSIDERS NEW ZEALAND'S FULL PARTICIPATION IN ALL ASPECTS OF THE TREATY A REAL NECESSITY. AGAIN, SPEAKERS, PERSONAL CONTACT, VTRS AND DISTRIBUTION OF RELEVANT MATERIAL WILL CONSTITUTE THE BROAD MEANS TO REACH DECISION MAKERS IN THIS FIELD.

11. IN THE MEDIA FIELD, NEW ZEALAND NEWSPAPERS AND TELEVISION HAVE NO DIRECT ACCESS TO ANY FOREIGN NEWS AGENCY. ONLY RADIO NEW ZEALAND HAS THIS CAPABILITY THROUGH ITS CORRESPONDENTS AND STRINGERS OVERSEAS. ALL OTHER NEWS UNCLASSIFIED

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COMES THROUGH THE NEW ZEALAND PRESS ASSOCIATION WHICH, IN TURN, RECEIVES A FOREIGN NEWS PACKET DISTRIBUTED BY THE AUSTRALIAN ASSOCIATED PRESS, AND THROUGH VISNEWS FROM THE U.K. TV-1 DID HAVE A TRIAL RUN OF A UPI-TV NEWS PACKET BUT IT WAS DECIDED NOT TO USE IT BECAUSE THE CONTENT WAS CONSIDERED "TOO AMERICAN". IN ADDITION, BECAUSE OF BUDGETARY PROBLEMS, TV TELECAST HOURS ON BOTH CHANNELS HAVE BEEN REDUCED AND THERE ARE SELF-IMPOSED 35-40 QUOTAS FOR LOCALLY PRODUCED PROGRAMS. ALTHOUGH THE POST HAS HAD SOME SUCCESS IN PLACING "SCIENCE REPORT" AND "VISION" SEGMENTS, NEWS PROGRAMS REGARDING THE U.S. TEND TOWARD THE SENSATIONAL, NEGATIVE AND UNINFORMATIVE. SUPPLYING ACCURATE, UP-TO-DATE, AUTHORITATIVE MATERIAL REGARDING THE U.S. TO THE MEDIA AND TO PRIMARY TARGET MEMBERS WILL BE A CONTINUING LONG-TERM OPERATION FOR THE POST. THIS DISTRIBUTION WILL BE SUPPLEMENTED BY EXCHANGES, PERSONAL CONTACT AND AUDIO-VISUAL MATERIALS. THE POST WILL ACTIVELY ENCOURAGE NEW ZEALAND MEDIA TO CONTRACT FOR AMERICAN COMMERCIAL MEDIA PRODUCTS, AND IN THIS EFFORT ICA CAN PLAY A CONTRIBUTING ROLE BY SUPPORTING AND ENCOURAGING U.S. MEDIA NEWS ORGANIZATIONS TO CONTINUE IN THEIR EFFORTS TO SELL THEIR PRODUCTS TO THE NEW ZEALAND MARKET.

12. THE U.S. AND NEW ZEALAND HAVE GOOD, CLOSE COMMUNICATIONS AND RELATIONSHIPS IN SCIENCE AND TECHNOLOGY. THERE IS A JOINT NEW ZEALAND-U.S. SCIENCE AGREEMENT AND BOTH COUNTRIES COOPERATE CLOSELY IN ANTARCTICA OPERATIONS. HOWEVER, IN THIS AREA THERE IS A FEELING AMONG SOME NEW

ZEALANDERS, AGAIN A MINORITY, AGAINST THINGS NUCLEAR.
THIS FEELING IS MUCH MORE MANIFEST IN THE ATTITUDE OF
KEEPING NEW ZEALAND FREE FROM ANYTHING NUCLEAR, THAN IN
THE ATTITUDE THAT NEW ZEALAND HAS AN INTERNATIONAL ROLE
IN CONTROLLING AND DIRECTING NUCLEAR TECHNOLOGY FOR THE
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BENEFIT OF ALL. FORTUNATELY, THE LEADERSHIP OF NEW
ZEALAND, SCIENTIFIC AND POLITICAL, HAS A BALANCED
ATTITUDE IN THIS RESPECT BUT POPULAR OPINION IS A FORCE
TO BE CONSIDERED. TO REACH THIS AUDIENCE, THE POST WILL
USE EXHIBIT MATERIAL, SPEAKERS, VTRS AND PERSONAL CONTACT
RESOURCES.

13. ANOTHER FIELD WHICH CAN BE CONSIDERED A
COMMUNICATIONS ASSET IS IN EDUCATIONAL AND CULTURAL
AFFAIRS. THERE IS A CHAIR OF AMERICAN STUDIES AT ONE
UNIVERSITY AND AMERICAN SUBJECTS ARE TAUGHT AT OTHER
UNIVERSITIES. THERE ARE NUMEROUS AMERICANS TEACHING IN
NEW ZEALAND UNIVERSITIES AND SCHOOLS, AND MANY NEW
ZEALAND PROFESSORS AND LECTURERS HAVE RECEIVED ADVANCED
DEGREES IN THE U.S. THEY, AND THEIR COUNTERPART LEADERS
IN THE CULTURAL FIELD, REALIZE THAT THE UNITED STATES IS
IN THE FOREFRONT IN THE ADVANCEMENT AND DEVELOPMENT OF THE
ARTS AND EDUCATION. IT WILL BE AN OBJECTIVE OF THE POST
TO PERSUADE AND ASSIST THEM IN CONVEYING AND DISSEMINATING
THIS INFORMATION AND KNOWLEDGE TO THOSE WHO HAVE A
DISTORTED VIEW OF THE U.S. THROUGH POPULAR TV PROGRAMS AND
FILMS.

14. THE POST'S MOST EFFECTIVE MEANS OF BILATERAL COM-
MUNICATIONS HAS BEEN THROUGH THE EXCHANGES PROGRAM. IN
THIS COUNTRY'S SMALL POPULATION, THERE IS A VERY SMALL
INFLUENCE GROUP BOTH IN ACTUAL NUMBERS AND PERCENTAGE-
WISE. THIS HAS MEANT THAT CHANNELS OF COMMUNICATION HAVE
BEENTABLISHED WITH A SIGINIFICANT NUMBER AND PERCENTAGE
OF NEW ZEALANDERS IN THE NATIONAL INFLUENCE STRUCTURE.

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THE MISSION'S INTERNATIONAL VISITOR PROGRAM ROSTER READS LIKE A "WHO'S WHO IN NEW ZEALAND," AND THIS IS SUPPLEMENTED BY A LARGE NUMBER OF NOW IMPORTANT FIGURES WHO WERE FULBRIGHT GRANTEES, EAST-WEST CENTER ALUMNI, GRADUATES OF U.S. UNIVERSITIES AND PERSONS WHO HAVE HAD SIGNIFICANT WORK EXPERIENCES IN THE U.S. OVER RECENT YEARS, THE POST HAS BEEN ABLE TO KEEP UP ITS INPUT IN THE U.S. DOLLAR-FUNDED INTERNATIONAL VISITOR PROGRAM, AND WILL CONTINUE TO USE THIS BROADTY-BASED HROGRAM AS A MEANS OF BUILDING SIGNIFICANT BILATERAL COMMUNICATION RELATIONSHIPS IN THE LEADERSHIP COMMUNITY. THE NEW ZEALAND DOLLAR-FUNDED FULBRIGHT PROGRAM HAS SUFFERED RECENTLY DUE TO INFLATION, INCREASED COSTS AND THE DETERIORATION OF THE NEW ZEALAND DOLLAR. THE INCREASE IN FUNDING BY BOTH GOVERNMENTS TO THIS PROGRAM SHOULD GO A LONG WAY TO INCREASING THE NUMBER AND VARIETY OF PERSONS WHO CAN BECOME CROSS CULTURAL COMMUNICATORS IN THE U.S. AND NEW ZEALAND ACADEMIC WORLDS. ICA CAN ASSIST IN THIS PROGRAM BY ARRANGING SPEAKING ENGAGEMENTS AND MEDIA INTERVIEWS FOR GRANTEES AND THOSE UNDER THE VOLUNTARY VISITORS PROGRAM. ANDERSON

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